

Answers to Clarifying Questions for Domestic PR RFP

BUDGET/EXPENSES

What was the PR budget for the last financial year? **\$110,000.**

Are additional expenses included in the agency budget, and if not, what type of additional expenses are acceptable? **The contract amount will be all-inclusive.**

What is the annual budget – both fees and out-of-pocket expenses? **The budget will be all-inclusive and the contract amount negotiated based on accomplishing the scope of services outlined in the RFP.**

Are we to understand by Section 6.1 that no-mark-up can be charged for program expenses? **That is correct.** Could this clause be reconsidered if New Hampshire does not process payment of approved invoices with the net-30 payment term? **No.**

In the Specific Requirements section, the RFP outlines that the proposal requires all pricing relative to performing the scope of services described in the RFP. Do you prefer the pricing information be outlined only, or primarily, in Exhibit B – the Financial Terms Worksheet? **It should be in both.** Can we add an addendum to describe the “other” category from that Worksheet, so that we may adequately explain how we bill our clients, manage expenses, etc.? **Yes.**

Section 6.1 c. asks for pricing information relative to performing scope of services in the RFP. Please explain how much detail you would like us to provide--i.e. is it sufficient to include a flat monthly fee that covers all professional time for scope of services, along with an estimate for out-of-pocket expenses? **Please provide details on how you propose to achieve the scope of services as well as a price to accomplish this.**

Are you open to giveaways? If yes, are prizes (e.g., trip giveaways) covered by a promotions or PR budget? **Yes. Where prizes are derived will depend on the nature of the give-away.**

If a budget is unavailable, it would be helpful if you could please give a rough estimate of how many stories you expect the Contractor to develop and pitch per year and how many press releases drafted by DTTD to review and pitch per year. **We roughly estimate that 15-20 press releases a year will be generated by DTTD for review by the PR firm. The number of pitches developed by the PR firm is TBD, pending a discussion between DTTD and the winning bidder.**

NEW YORK MARKET

How much extra consideration will be given to firms with a New York office? **Firms with an established presence in New York will be given a set number of points in the scoring sheet.**

How does that extra consideration factor into the scoring sheet? Firms with an established presence in New York will automatically be awarded 5 points out of the 30 possible under the Experience and Qualifications category. Firms that do not have a New York presence will not be eligible for a score in this category higher than 25 out of 30.

Within the Scope of Services' "New York Market" section, it is suggested that proposals outline a PR approach to this market. Can you shed more light on the level of detail expected in this outlined approach (i.e. NY Market Action Plan? Bulleted list of tactics? Other?) An outline of potential strategy, including some suggested tactics will be sufficient for the written proposal.

PR CHALLENGES/OPPORTUNITIES

What is our PR biggest challenge? The biggest PR challenge is leveraging limited resources for maximum marketing impact.

SOCIAL MEDIA STRATEGY

Are you looking to have your selected PR partner lead social media strategy or will this be managed by another one of your partners and merely supported by the PR team? Do you have parties (internally or externally) responsible for executing against the social media plan? Strategy will be developed in partnership between DTTD and the winning bidder. All execution of social media will be done in house by DTTD, with support from the winning bidder.

In reference to social media and digital support, will we be able to create campaigns with social media elements and have additional budget beyond PR? There may be opportunities to create campaigns with social media elements, funded through the state's Creative Agency.

What, if any, social media vendors have New Hampshire worked with? The incumbent PR team has worked with DTTD to co-manage social media activities. DTTD has not worked with other outside vendors besides the PR firm.

RFP PROCESS/PROPOSAL REQUIREMENTS

After reading through the RFP we don't see a section that asks us to address any specific parts of the plan. Are you looking for any specific creative concepts? Section 6 of the RFP covers the proposal submission requirements.

We seem to be missing the "Exhibits" section that is referred to. You can find the RFP and all Exhibits on the website at www.visitnh.gov/rfp.

Do you have a preferred format for the written submission (PowerPoint? Word?)? There is no specified format for the written submission.

How many total agencies have responded to the RFP? As this is still an open bid process, that information is not available currently.

Who is the incumbent PR agency? Montagne Communications.

Is your current agency participating in the RFP process? As this is still an open bid process, that information is not available currently.

- If so, why not? See above answer.
- If yes, will they be evaluated in the same way as other agencies? All agencies who bid on this RFP are treated in accordance with the RFP specifications.

Why are you looking to make a change at this time? The contract is up in July 2012 and we are required to issue an RFP for services.

Can you tell us if there are any certain states that would constitute a conflict in representation? Representation in Northern New England, specifically Maine and Vermont would constitute a conflict of representation.

Who is the main media spokesperson for the Tourism department? The Communications Manager and the Director.

Does the company chosen need to be in located in New Hampshire or have a State partner? The winning bidder will be required to be registered to do business in the state of New Hampshire.

Who is on the selection committee? As this is still an open bid process, that information is not available currently. Panel members are made up of professionals from New Hampshire's tourism industry.

What firms have the RFP been sent to? The RFP was posted to the state purchasing website and the state tourism website, and a legal notice was run in the Union Leader newspaper for three days.

What firms have responded with questions? As this is still an open bid process, that information is not available currently.

The Conditions section outlines the requirement of the "successful Contractor" to become an approved vendor through an online application, OR to provide and sign a series of documents as provided in the RFP. Because the RFP outlines this request of a "successful" Contractor, does this mean these are not required of bidders, only required of the winning Contractor at the time of contract? Correct.

Regarding form P-37:

- 1.6 Account Number (what number does this refer to)
- 1.7 Completion Date (would that be the date the contract ends)
- 1.8 Price Limitation (is that the total contract price for 2 years)

This form is only required of the winning bidder and is completed in conjunction with DTTD.

Attachment A, #2: Should the word “publishing” be replaced with “public relations?” Or are you inquiring about our ability to also offer publishing services in our scope? The contractor data sheet is a standardized form and “publishing” should not be taken to mean publishing services.

Page 6: Can the electronic copy we submit be on a flash drive, or must it be a CD? You may submit on flash drive or CD.

Can you further explain PR’s roles and responsibilities for the annual Governor’s Conference on Tourism? Will the selected agency be responsible for booking speakers, etc., in addition to inviting media to cover? The selected agency may be asked to give a presentation or take part in a panel discussion related to PR. The selected agency will not be responsible for booking speakers.

DTTD PARTNERS/PARTNERSHIPS

What other DRED agencies or partners might contractor be available to for crisis management/emergency situations? Other divisions within DRED, including Forests and Land, Parks and Recreation, and Economic Development. Partners may include DTTD’s Creative Agency, Web Design Company or the Guidebook Publisher.

The RFP mentions that PR is part of the marketing mix. Could you provide more detail around the other marketing activities that will be engaged beyond PR during this PR program? Marketing is done through advertising, the website, social media and the PR company. Each partner will collaborate to achieve the overall goal of marketing activities.

Do any strategic alliances or partnerships already exist for the state of New Hampshire that can be leveraged or will this rely entirely on the PR team? There are many existing partnerships that can be leveraged, including SkiNH, the New Hampshire Department of Agriculture, and NH Made.

Is there organized buy-in from the travel, tourism and hospitality industry for the marketing and communications efforts and initiatives of DTTD? Yes.

Is there an industry inclusive tourism advisory panel that fosters and advances such active involvement and participation? The New Hampshire Travel Council. They also organize and put on the Governor’s Conference on Tourism.

What involvement does the Governor have in any tourism marketing? The current Governor's Office works with the tourism office to help promote New Hampshire as a vacation destination.

What legislative committee oversees the tourism department and budget? The House Resources, Recreation and Development Committee oversee most legislation relative to the tourism office. The budget for tourism comes from the General Fund.

Who are the current creative agency and web design firm...and are you continuing with them? Rumbletree is our Creative Agency and Silvertch, Inc. is our web design firm. Yes according to our contract terms.

What are examples of DTTD's domestic and international partners? Some of our domestic and international partners are as follows:

- Research ~ Institute for New Hampshire Studies (INHS)
- Advertising Agency ~ Rumbletree
- International Marketing/Public Relations ~ Discover New England
- Canadian Trade Marketing/Public Relations ~ M5PR
- French Trade Marketing/Public Relations ~ Duxin Communications
- Domestic Public Relations ~ Montagne Communications
- Interactive Media ~ SilverTech
- Literature Distribution ~ Callogix
- Visitor Services ~ Granite State Ambassadors
- Print Media ~ Yankee Publishing, Incorporated

ADVERTISING AGENCY

Who is your advertising agency and what can you share about its 2012 marketing campaign and media buy plan? Which components, in particular, would you like to see PR support? Rumbletree is our Creative Agency/Advertising Agency. The media buy plan will be shared with the winning bidder. A discussion between DTTD, Rumbletree and the winning bidder will determine which components of the media buy plan will be supported by PR.

MEASUREMENT

Does the earned media circulation of 1.7B you refer to in the Background Information include internet impressions? No.

We understand from the RFP that the DTTD uses an advertising equivalency model to measurement the success of PR, supplemented by impressions and other quantitative PR metrics. Would you be able to provide a more detailed methodology of your approach to measurement (e.g., AVE, CPM, CPI, etc.)? We currently use Earned Media Value and

Earned Media Circulation to measure success of PR. Also, would your team be amenable to alternative or additional forms of measurement beyond advertising equivalency? Yes.

How do you define success? Overall success will be reflected in job retention and creation and profitability for tourism/related business and increased meals & rooms tax revenue.

What is the current return on investment for advertising and marketing and the return for the past 5 years? The return on investment (ROI) model for FY11 shows that for every \$1 spent by DTTD, \$9.23 was returned in the form of state and local taxes and fees. Our ROI has increased each year.

The scope of services on page 3 notes that “overall success will be reflected in job retention and creation and profitability for tourism/related business and increased meals & rooms tax revenue.” How are those items currently measured and what are the percentage goals? A yearly report is done by the Institute for New Hampshire Studies (DTTD’s research partner) which measures these items, including number of jobs supported by tourism, visitation and spending. Meals and Rooms Taxes are reported on a monthly and annual basis. Approximately 60% of this tax can be attributed to visitors.

Under 4.8 Reports, does the end-of-the-year report focus on agency PR efforts, not overall marketing efforts? Yes.

Was a specific clipping service/ media tracking company used in the past? Yes, Vocus.

PR STRATEGY/ MARKETING RESEARCH/TARGET AUDIENCE

It is our understanding that news release distribution costs will be consolidated into the agency's budget, including releases not generated by the agency. To what extent will the releases be generated in-house vs. by the agency in collaboration with the DTTD leadership? We roughly estimate that 15-20 press releases a year will be generated by DTTD for review by the PR firm. The number of pitches developed by the PR firm is TBD, pending a discussion between DTTD and the winning bidder.

Should this recommended program include a designated in-state PR program? If not, how is in-state PR handled? PR program should include in-state distribution of releases and pitches and follow up. Media spokesperson for DTTD is either the Communications Manager or the Director.

Who receives PR Insider newsletter and what is its main purpose? The PR Insider is received by tourism industry members in New Hampshire. PR Insider presents the industry with New Hampshire's media successes, recent articles about visiting our state, travel hot topics, media leads, and editorial calendar opportunities on a monthly basis.

The DTTD’s PR Insider e-newsletter, as well as the Partner’s Report, are referenced throughout the RFP. Can copies of each be made available to bidders? A copy of the PR

Insider will be made available at www.visitnh.gov/rfp. The Partners Report is an internal document, which is not available to bidders.

What percentage of emphasis should be placed on consumer/leisure media? What percentage on travel trades? 90 % on consumer/leisure media, 10% travel trades

What tools and resources presently exist for media relations activities such as photo libraries and B-roll and to what extent does this need to be augmented in the coming year? There is an online image library, b-roll and press kit documents. Recommendations can be made regarding these resources in your written proposal.

What is the most desirable attribute (or attributes) you seek in a PR partner? The most desirable attributes we are looking for in a PR partner are outlined in both the scope of services and in the scoring sheet.

CANADA

Is New Hampshire Tourism interested at all in being promoted in Canada, such as in Montreal and Ottawa? DTTD currently has Canadian PR representation. The domestic PR agency works with the Canadian PR agency, but is not required to promote to Canada.

Does the RFP include Canadian outreach? No.

QUESTIONS NOT ADDRESSED IN THIS ADDENDUM

The following questions while relevant to Domestic Public Relations are not pertinent to the clarification of this RFP. Research on travel and tourism in New Hampshire can be found at www.plymouth.edu/inhs.

Is there any additional information about the New York-based New Hampshire traveler that you could share with us, such as:

- Where in New York do they live (e.g., Are there particular neighborhoods or boroughs that we could target? Is this specific just to New York City or all of New York State)?
- Is there a particular age bracket you're targeting?
- Are more families, couples or singles traveling to New Hampshire?

Is the typical length of stay a weekend getaway? And is the primary goal to get more New Yorkers to take weekend trips to New Hampshire, or is it more of a priority to attract visitors for longer periods of time?

What is the biggest misconception about New Hampshire?

Are there any recent 'out of the box' PR campaigns and/or programs that have been executed by other destinations that your team has looked to as ideal/aspirational?

What do you see as State of New Hampshire's assets for a PR firm?

What PR initiatives have worked for the State of New Hampshire in the past? What initiatives have fallen short and why?

What travel motivators has the DTTD identified among first-time and repeat visitors to New Hampshire (recognizing that those motivators may be different)?

Among these visitors how many stay in hotels/motels, inns, B&Bs and other industry provided lodging? --- How many stay with friends and relatives? How many stay in RV parks and camping areas?

How strongly tied/invested is the destination to the "Fun" oriented ad tagline and its carryover to PR activities?

How have you utilized niche marketing in the past?

Are there particular regions within the state that the department would like more attention focused on, such as the Lakes Region, for example? If so, which regions?

Can you confirm that Massachusetts, Vermont, Maine and Rhode Island, are considered to be your top competitors?

What is the core demographic audience you are seeking?

Which of your previously conducted promotions do you feel was your most successful – and why?

Does the state have an experiential marketing plan (especially in NY market) that could be leveraged for PR opportunities?

If the state does not currently engage in experiential marketing, would this fall under the purview of Domestic PR?

We understand that success of PR is seen in part through an increase in meal/hotel room tax revenue. Beyond this, do you have any additional information surrounding the priority of activities you'd like travelers partake in once they are in New Hampshire (e.g., are snow boarders and skiers a more lucrative visitor than say a beach goer)?

Do all four seasons take equal priority or do you prioritize your PR and marketing efforts around specific seasons or moments in time?

Who would you identify as your top tourism competitor in New England?

Has any marketing research been conducted for the destination and is that research available to review?

Have you developed a broader strategic marketing framework for the state and is this something we can review?

What are your key tourism products?

What percentage of visitors is expected to be from the U.S. versus international markets?

What business travel opportunities/industries have been identified including meeting, tradeshow and convention business and what areas and facilities are most typically utilized by business travelers?